

## ORDER



KSJV

<b>Orders</b>	<b>Order / Rev:</b>	107632	
	Alt Order #:	06862161	
	Product Desc:	NRSC/HELLER	
	Estimate:		KSNV
	Flight Dates:	10/10/12 - 10/20/12	Amy McCreary
	Original Date / Rev:	10/18/12 / 10/18/12	BLPHI
	Order Type:	GENERAL	National
<b>Agency</b>	<b>Name:</b>	Strategic Media Services, Inc.	
	Buying Contact:		
	Billing Contact:		
		Billing Type:	
		Cash	
		Billing Calendar:	
		Broadcast	
		Billing Cycle:	
		EOM/EOC	
		Agency Commission:	
		15%	
<b>Advertiser</b>	<b>Name:</b>	NRSC/ Heller for Senate	
	Demographic:	A35+	
	Product Codes:	PLC01	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
		New Business Thru:	
		Order Separation:	
		00:05:00	
		Advertiser External ID:	
		Agency External ID:	

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/20/12	49	\$37,050.00	\$31,492.50	October 2012	49	\$37,050.00	\$31,492.50	0.00
					Totals	49	\$37,050.00	\$31,492.50	0.00

## Totals

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

## Order Share

State	Category	Percentage	Value
KSNV		26%	\$37,050.00
Market		100%	\$142,500.00

## **Competitive Share**

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,500.00
KTUD	1%	\$1,425.00
KVVU	18%	\$25,650.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,125.00

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Alt Order #: 06862161  
Flight Dates: 10/10/12 - 10/20/12

Advertiser: NRSC/ Heller for Senate  
Product Desc: NRSC/HELLER  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/Wagners		6-7a			:30	2	\$450.00	2	0.00	NM	2	\$900.00
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12																
2	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wagners		6-7a			:30	2	\$450.00	2	0.00	NM	2	\$900.00
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12																
3	KSNV	10/15/12	10/16/12	Today Show	CM	658a-9am			:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
<b>TODAY</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12																
4	KSNV	10/11/12	10/12/12	Today Show	CM	658a-9am			:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
<b>TODAY</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12																
5	KSNV	10/12/12	10/12/12	Noon News	CM	12-1230pm			:30	1	\$275.00	2	0.00	NM	1	\$275.00
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12																
6	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm			:30	1	\$275.00	2	0.00	NM	1	\$275.00
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12																
7	KSNV	10/16/12	10/16/12	The Agenda 1230pm	CM	1230-1p			:30	1	\$225.00	2	0.00	NM	1	\$225.00
<b>AGENDA</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12																
8	KSNV	10/11/12	10/11/12	The Agenda 1230pm	CM	1230-1p			:30	1	\$225.00	2	0.00	NM	1	\$225.00
<b>AGENDA</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12																
9	KSNV	10/11/12	10/11/12	The Doctors	CM	2pm-3pm			:30	1	\$225.00	2	0.00	NM	1	\$225.00
<b>DRS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12																
10	KSNV	10/15/12	10/16/12	The Doctors	CM	2pm-3pm			:30	2	\$225.00	2	0.00	NM	2	\$450.00
<b>DRS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12																
12	KSNV	10/11/12	10/11/12	Dr. Phil	CM	3-4p			:30	1	\$300.00	2	0.00	NM	1	\$300.00
<b>PHIL</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12																
13	KSNV	10/12/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			:30	2	\$450.00	2	0.00	NM	2	\$900.00
<b>NEWS</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12																
14	KSNV	10/15/12	10/15/12	4PM NEWS (1 hour)	CM	4-5pm			:30	2	\$450.00	2	0.00	NM	2	\$900.00

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Advertiser: NRSC/ Heller for Senate  
Product Desc: NRSC/HELLER  
Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12    10/21/12    M-----    2    \$450.00    0.00															
15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
4PM NEWS (1 hour)															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12    10/21/12    M-----    1    \$450.00    0.00															
16	KSNV	10/12/12	10/12/12	M-F Early News	CM	5-630p	-----F--	:30	1	\$900.00	2	0.00	NM	1	\$900.00
M-F Early News															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/08/12    10/14/12    -----F--    1    \$900.00    0.00															
17	KSNV	10/15/12	10/16/12	M-F Early News	CM	5-630p	MT-----	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
M-F Early News															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12    10/21/12    MT-----    2    \$900.00    0.00															
18	KSNV	10/16/12	10/16/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
Jeopardy in Prime															
JEP															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12    10/21/12    -T-----    1    \$750.00    0.00															
19	KSNV	10/11/12	10/11/12	M-F Jeopardy	CM	630-7pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
M-F Jeopardy															
JEP															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/08/12    10/14/12    ---T---    1    \$750.00    0.00															
20	KSNV	10/10/12	10/10/12	M-F Wheel	CM	7-730pm	--W----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
M-F Wheel of Fortune															
WHEEL															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/08/12    10/14/12    --W----    1    \$750.00    0.00															
21	KSNV	10/16/12	10/16/12	Wheel of Fortune in PRIM	CM	M-SA 8-11p / SUN-T-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
Wheel in Prime															
WHEEL															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12    10/21/12    -T-----    1    \$750.00    0.00															
23	KSNV	10/10/12	10/10/12	FacetoFace/Ralston Rep	CM	730-758pm	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FacetoFace/Ralston Report															
FACE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/08/12    10/14/12    --W---    1    \$450.00    0.00															
24	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
M-F News 3 at Eleven															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/08/12    10/14/12    ---T---    1    \$775.00    0.00															
25	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00
M-F News 3 at Eleven															
NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12    10/21/12    M-----    1    \$775.00    0.00															
26	KSNV	10/16/12	10/16/12	Tues PR 8-9p	CM	8-9pm	-T-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
Tuesday Prime 8-9pm															
VOICE															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/15/12    10/21/12    -T-----    1    \$2,400.00    0.00															
27	KSNV	10/15/12	10/15/12		CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00

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Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
Mon PR 8-10p Monday Prime 8-10pm																
<b>VOICE</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/15/12	10/21/12	M-----	1	\$2,400.00	0.00											
28	KSNV	10/13/12	10/14/12	Sa-Su News 3 at ElevenCM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM		2	\$1,500.00	
Sa-Su News 3 at Eleven																
<b>NEWS</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----SS	2	\$750.00	0.00											
29	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM		1	\$225.00	
News 3 Sunrise SATURDAY																
<b>NEWS</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S-	1	\$225.00	0.00											
30	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM		1	\$325.00
Saturday Today																
<b>SAT TODAY</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S-	1	\$325.00	0.00											
31	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM		1	\$300.00	
News 3 Today - SAT																
<b>NEWS</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S-	1	\$300.00	0.00											
32	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM		1	\$450.00
Sa-Su Early News																
<b>NEWS</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S-	1	\$450.00	0.00											
33	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe6M	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM		1	\$375.00	
WKND Jeop/Wheel																
<b>WH/JEP</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S-	1	\$375.00	0.00											
34	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM		1	\$750.00
Saturday Night Live																
<b>SNL</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S-	1	\$750.00	0.00											
35	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY	6a-7a	-----S	:30	1	\$225.00	2	0.00	NM		1	\$225.00	
News 3 Sunrise SUNDAY																
<b>NEWS</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S	1	\$225.00	0.00											
37	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM		1	\$1,900.00
Meet the Press																
<b>MTP</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S	1	\$1,900.00	0.00											
38	KSNV	10/14/12	10/14/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM		1	\$250.00
News 3 Today																
<b>NEWS</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S	1	\$250.00	0.00											
39	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM	SM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM		1	\$375.00
Chris Matthews SUN 9:30am																
<b>CM</b>																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/08/12	10/14/12	-----S	1	\$375.00	0.00											
40	KSNV	10/14/12	10/14/12		CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM		1	\$8,000.00

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 Product Desc: NRSC/HELLER  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Football											
				NFL Football											
				NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/08/12	10/14/12	-----S		1	\$8,000.00								
41	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas	SM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORT NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/08/12	10/14/12	-----S		1	\$200.00								
42	KSNV	10/16/12	10/16/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-T-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
				4PM NEWS (1 hour)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	-T-----		1	\$725.00								
E43	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Whe@M	SM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
				WKND Jeop/Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>						
		Week: 10/15/12	10/21/12	-----S-		1	\$525.00								
Totals														49	\$37,050.00